



2017 ILASLA FACT SHEET & ACTIVITIES

Each year, the association provides a foundation to advance landscape architecture through advocacy, communication, education, and fellowship. The Illinois Chapter continues to be a leader in the Society mission. Highlights in 2017 include:

- tackling a licensure threat and continuing to build the Advocacy Plan in anticipation of the Illinois Title Act sun setting in 2020;
- kicking off a new Service Committee which installed a new outdoor space at Chalmers School of Excellence and provided maintenance at Curie Metropolitan High School;
- creating a highly successful PARK(ing) Day Project in Chicago; and
- intensifying our social media presence during Landscape Architecture Awareness month.

Our activities are summarized below.

MEMBERSHIP

- Membership decreased by 8% in 2017. It is most likely the continued drop from the automatic National Conference memberships given during the 2015 ASLA Annual Meeting in Chicago. Removing the conference variance, membership has increased by 10% since 2014.
 - o 13 New members joined and 28 members rejoined in 2017 (Sept-Sept)
 - o 81 members lapsed in 2017
 - o 471 Active Members*: 377 Full and 44 Associate Landscape Architects, 15 Emeritus (Retired), and 35 Affiliate, Corporate and Honorary Members (*as of September 2017)
 - o 70% Registered as Suburban and State-wide Members; 30% Registered as Chicago Members

ADVOCACY

Licensure Threat

- In March, the chapter was notified of a new bill that would repeal the Landscape Architecture Act of 1989. The Executive Committee quickly hired a consultant to lobby on our behalf and 6 volunteers attended a hearing for the bill in the Illinois Senate Licensed Activities and Pensions Committee in Springfield.
 - o Our members that showed tremendous support for Illinois landscape architecture. Over 500 witness slips were submitted in opposition of the proposed legislation. It was clear to the Senate Committee that landscape architecture should not be included in the bill.
 - o Senator Pamela Althoff (32nd District) agreed to remove Landscape Architects from the bill and with an amendment, the title act for Landscape Architects in Illinois was safe.
 - o The consulting lobbyist continued to watch for red flags during the spring session.
 - o We have great momentum now and the quest to turn our current title act into a practice act will continue. During the next year, the Executive Committee will be working to raise funds for legislative efforts.

Other Advocacy Activities

- o 3 Chapter Members and 2 University Students traveled to the National ASLA Advocacy Day in May, meeting legislators and touring Washington with ILASLA Professionals
- o 4 ASLA Volunteers joined an AIA Advocacy Day, which included training and meeting with legislators
- o 3 Executive Committee members and the Advocacy Chair participated in quarterly conference calls with the Midwest Joint Licensure Caucus; formed to discuss advocacy issues and share ideas comprised of representatives from Illinois, Indiana, Michigan, Ohio, Kentucky, and Wisconsin

EDUCATION

- 39.5 PDH credits offered through ILASLA
 - 1 Two-Day Workshop: InvigorateU in Bloomington/Normal with downstate partner Illinois Green Industry Association. ILASLA serves as the LA CES partner (12)
 - 3 Field Sessions and 2 education sessions prior to Celebration+ (5)
 - 2 Sessions of Ignite! a lecture series to engage our members and friends throughout the industry. The event is sponsored in full by a partnership with Bartlett Tree Experts and Victor Stanley and offered for free to all attendees.
 - Daniel Vasini, West 8 New York, will on climate-resilient design and Dutch design. (1.5)
 - The Legacy of Dan Kiley Gallery Talk and Walk given by Charles A. Birnbaum, FASLA, President & CEO of The Cultural Landscape Foundation, and Ron Henderson, FASLA, Director of the Landscape Architecture + Urbanism Program at Illinois Institute of Technology, (2) and later that day, the Landscape Architecture in Chicago Panel, made up Charles Birnbaum, Ron Henderson, Terry Guen, FASLA, Connor O'Shea, ASLA and Bradley McCauley, ASLA (2)
 - Understanding Irrigation Professional Skills Workshop (8)
 - Managing to Lead Professional Development Seminar for mid-level leaders (3.5)
 - IGIA Growers Tour (5.5)
- 1 day of LARE Prep offered once during the year
- 1 State of the Chapter Session – Oktoberfest

EMERGING PROFESSIONALS & STUDENTS

- 7 Emerging Professional and Student Events
 - University of Illinois, Champaign Urbana (UIUC) and Illinois Institute of Technology (IIT) Student Tours and Dinner
 - 2017 Emerging Professional's Gold Coast Walking Tour
 - Emerging Professionals Leadership Forum and Panel: A Manager's Look inside the Workplace
 - Student Reception for the 2017 Landscape Architecture Professionals Development Career Fair
 - UIUC Student Bar-B-Q in Champaign Urbana
 - Student Project reviews at both UIUC and IIT

NETWORKING EVENTS

- 6 ILASLA Networking Events took place:
 - Celebration+: The Chapter's annual professional awards recognition included a day of Field Sessions and Education Seminars. The awards event saw 243 members and guests in attendance. The Chapter recognized 27 winners including 1 President's Award, 8 Honor Awards, and 18 Merit Awards, including 2 for Student projects.
 - Summer Mixer: brought 47 members and guests together on a Chicago rooftop
 - Oktoberfest: Also reported as an Education event as our State of the Chapter and volunteer awards brought together 65 members and guests
 - Holiday Spritzer: The Chapter will hold its 8th-annual Holiday Spritzer celebrating the end of the year in December.
 - Leadership Dinner gathering past and current trustees, officers and committee chairs for dinner and industry discussion
 - Downstate members and landscape architects were invited to attend a complimentary reception in Bloomington, prior to a 2-day Education Session with InvigorateU presented by the Illinois Green Industry Association.
- 2 Additional Networking Events were planned in Partnership with Allied Organizations:
 - Plants & Pinot with the Ornamental Growers Association with 70 attendees
 - Lecture and Tour with Illinois American Planning Association: Millennium Park Walking Tour with over 50 attendees

PARTNERSHIPS

- 42 Sponsorship Partners supported programming and events
- 8 Industry Partnerships were strengthened providing discounts or free events for Members:
 - American Institute of Architects (AIA)
 - American Planning Association (APA)
 - Garfield Park Conservatory
 - Illinois Green Industry Association with InVigorateU conference (IGIA)
 - Illinois Landscape Contractors Association (ILCA)
 - Illinois Institute of Technology, Landscape Architecture Program (IIT)
 - Ornamental Growers Association (OGA)
 - University of Illinois, Landscape Architecture Program (UIUC)

PUBLIC AWARENESS

- 3 Industry Events were staffed with ILASLA volunteers to promote landscape architecture
 - 1 Award Winning parklet entitled *Ham(ster)let, to Spin or not to Spin* created and staffed by volunteers for PARKing Day, an initiative inviting firms and schools to bring the message to the street by taking on a parking space in September; the Parklet won the National ASLA Social Media Contest and will be featured in *Landscape Architecture Magazine*
 - 2 Screenings and Receptions were produced featuring the “Before the Flood” – industry and public – in partnership with Garfield Park Conservatory
- World Landscape Architecture Month in April was optimized through daily social media posts including:
 - “This is Landscape Architecture/This is Engineering (or other) showing differences in allied professions
 - “This is Landscape Architecture” picture card campaign and contest featuring designed spaces
 - “Word of the Day” highlighting LA terminology

PUBLICATIONS & MEDIA (January through September 2017)

- Social Media saw a significant increase in views
 - Website: 267,210 page hits to the Illinois Website; 37,778 of those from out of the country
 - Twitter: 71K impressions with 100 new followers, April seeing 29.6K of those
 - Facebook: post reach average of 228 per month with April being the highest at 625 (how many people, followers or not, saw posts)
 - LinkedIn: 11,917 impressions, up 45%; March seeing the most with 3,477
- 700 Members and guests received *Stream* update bi-monthly via email

PUBLIC SERVICE

- 2 projects by a new Service Committee
 - Installation of a new outdoor space at Chalmers School of Excellence
 - Maintenance workday at Curie Metropolitan High School